

CLAIMS

What is claimed is:

1. A fluid personal care composition comprising a metal oxide silicate capable of absorbing a malodorous compound and a vehicle; the metal oxide silicate described by the formula: $x \text{ MO}:\text{SiO}_2$, wherein M is at least one multivalent metal cation, x is the number of moles of metal oxide, x being equal to or greater than about 1; and the metal oxide silicate has an oil absorption of greater than 50 ml/ 100 g.
2. The fluid personal care composition according to claim 1, wherein M is selected from the group consisting of calcium, magnesium, and zinc.
3. The fluid personal care composition according to claim 1, wherein x is from about 2 to about 3.
4. The fluid personal care composition according to claim 1, wherein the metal oxide silicate has an oil absorption of between about 50 ml /100 g and about 250 ml/100 g.
5. The fluid personal care composition according to claim 1, wherein the metal oxide silicate has a 5% pH of between about 9 and about 10.
6. The fluid personal care composition according to claim 1, wherein the metal oxide silicate has an average particle size of less than 30 μm .
7. The fluid personal care composition according to claim 1, wherein the at least one multivalent metal cation is selected from the group consisting of calcium and magnesium cations.
8. The fluid personal care composition according to claim 3, wherein the at least one multivalent metal cation is selected from the group consisting of calcium and magnesium cations.
9. The fluid personal care composition according to claim 1, wherein the composition is a deodorant and is in a form selected from the group consisting of solid stick deodorants, liquid roll-on deodorants, aerosol, and pump spray deodorants, semi-solid gel deodorants, soap bars, and deodorant lotions and creams.
10. A fluid personal care composition comprising:

(a) about 0.5 wt% to about 20 wt% of a metal oxide silicate the metal oxide silicate described by the formula: $x \text{ MO:SiO}_2$, wherein M is at least one multivalent metal cation, x is the number of moles of metal oxide, x being equal to or greater than about 1; and the metal oxide silicate has an oil absorption of greater than 50 ml/100 g; and

(b) about 80 wt% to about 99.9 wt% of other personal care composition ingredients selected from the group comprising a vehicle, thickeners, rheology modifiers, pH buffering agents, additional malodor control agents, fragrance materials, dyes, and pigments, preservatives, skin aids, cosmetic astringents, liquid or solid emollients, emulsifiers, film formers, propellants, skin-conditioning agents, such as humectants, skin protectants, solvents, solubilizing agents, suspending agents, surfactants, waterproofing agents, viscosity increasing agents, waxes, and wetting agents.

11. A method of inhibiting body odor by applying to the skin an effective amount of a personal care composition comprising a metal oxide silicate capable of absorbing a malodorous compound, the metal oxide silicate being characterized by the formula: $x \text{ MO:SiO}_2$, wherein M is at least one multivalent metal cation, x is the number of moles of metal oxide, x being equal to or greater than about 1; and the metal oxide silicate has an oil absorption of greater than 50 ml/100g .